

This summer has brought remarkable achievements and transitions! The Main Street program has invited the City of Trinidad to become our newest Colorado Main Street Candidate community! This year was the most competitive year for applications into the program. Trinidad was invited for many reasons: the city demonstrated strong civic engagement and a shared vision for revitalizing their downtown, a focused plan on how to achieve revitalization, and amazing enthusiasm for celebrating their unique heritage. Trinidad will be joining 12 other Main Street Communities throughout the state, who are all committed to their downtowns. We are so happy to have Trinidad in our network!

We also say goodbye to Marc Cittone, Colorado Main Street Specialist as well as a few of the local Main Street Managers. All moved onward in their careers. Change is always hard, but perhaps this is a sign that the economy is improving and soon we will start to see more signs of it.

In this issue, we will provide information on promotions and all the many faces that this point takes. Whether it is managing your Facebook and other social media outlets, planning your summer festivals, or helping a Main Street business-- we hope you will learn from our contributors and take away some tips to help your small businesses and non-profits succeed.



1965

TRINIDAD: THEN AND NOW



2010

1965: trinidadcolorado.net, 2010: wikimedia commons

Feature Article

PROMOTION: WHAT TOOL DO I CHOOSE?

BETH PARISH

To Tweet or not to Tweet, that is the question. Well, the question is also to Facebook or not to Facebook, to advertise or not to advertise, to produce flyers or not to produce flyers...you see where this is going. As a small business owner, whose storefront might be on a Main Street that is located in a community in Colorado, you may be asking yourself what is the best way to attract new consumers, grow the business, or deliver increased profits. As a business owner, you are probably also hoping that I can deliver the magic answer right here -- unfortunately the answer for how each of you should spend your

advertising or promotional dollars is different. In this short article, I want to offer you two or three tools that can help you answer the question of how you should select the right promotional tool to promote your business.

From my experience in meeting with entrepreneurs, I have found few that have millions of dollars to spend on promoting their business. If you fall into the limited funds category, you need to figure out how to sort through advertising and promotional option choices that could include Twitter, Facebook, billboards,

(CONTINUED ON PAGE 2)

radio, newspaper, television, flyers, brochures, coupons, price off, etc.

While there are myriad promotional choices, understanding your target, knowing your brand, realizing what type of good or service you are selling, as well as having a grasp on budgeting will help you determine which promotional option to use.

Understanding Your Target Market Drives Promotional Choices

TARGET MARKET



PROMOTIONAL CHOICES

A year ago, I was talking with an entrepreneur whose neighbor had insisted he promote his business using Twitter, a popular social networking media choice. He was honest, saying "I don't understand Twitter and I certainly don't know if I should use it to promote my business." My first response to this small business owner was: "Who are you trying to attract to your business?"

For example: if his target market was 12 to 13 year old males, according to a study on Social Media by the PewResearch Center (2010), only 4% of 12 -13 year old males, who are online, used Twitter. Compare that number to 37% of online 18 to 24 year olds who Tweet. Based on these numbers, you can see that one of the most important tools to help you filter through promotional options is understanding your target market and their habits and inclinations.

Another example, if you want to attract 65 year old males to your business, the PewResearch Center's 2012 report on The Demographics of Social Media Users highlights that women are more likely than men to use social networking sites, and of all of the age groups that use the Internet, those over the age of 65 are least likely to use social networking. To best reach the 65-year-old male target, you might want to consider advertising and promotional tools that do not include the Internet or social media.

So how do you find out information on your target market so you can make smart choices about advertising and promotion? The answer is research. There are a plethora of tools online that can help you understand

KUDOS CORNER

Kudos to **Ridgway** for what might possibly be one of the most beautiful quarterly reports we have ever seen.

Steamboat Springs held the first Yampa Street Live! event this summer. The theme was a beach party with sand dumped in the middle of the street and kiddie pools for water. The music, beer garden and street games were a huge hit. The purpose of these events were to test Yampa Street as a festival street.

Certified Creative Districts were awarded to **Ridgway** and **Corazon de Trinidad**. These two communities are the only Main Street and Creative District in the state. This speaks to the dedication and organization of the communities.

your target market, where they go online, what they read, what they listen to.

To find out demographic information about people living in a specific area, the census information from the US government is very helpful (www.census.gov). For details on how people think and behave in a specific zip code, consider using the free zip code look-up tool provided by Caritas (<http://www.claritas.com/MyBestSegments/Default.jsp?ID=20>). The PewResearch Center has great information on internet and social media usage (<http://www.pewinternet.org/default.aspx>) and Raising the Volume can help with information on radio usage (www.raisingthevolume.com/wp-content/.../01/Radio-Usage-Trends.pdf).

For your individual promotional questions, your local business librarian as well as search engines like Google can be a valuable resource for helping you make promotional decisions.

(CONTINUED ON PAGE 3)



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The Colorado Main Street® Program is funded in part by a generous grant from History Colorado, the State Historical Fund.

Brand Image Drives Promotional Choices



In addition to understanding the target market, business owners committed to using promotion to grow and expand their business must have a grasp on their brand image. Branding can best be thought of as the personality of the company offering the good or service. I often ask folks if they have ever seen a coupon for a Mercedes. The premium, classy, expensive picture of the German auto does not align with the price driven, lower-status image of a coupon.

Branding drives what a consumer thinks about the quality of the good or service, the price they think they should pay, as well as the expectation of what product or service will be offered. Branding must also drive marketing decisions that include promotional choices as well as what the promotion should look like in terms of colors, tone, and visuals. Because you may not have millions of dollars to spend on promotion, you need to be sure that each promotional tool works as hard as possible. Use your brand image to select which promotion you use and using your brand image to drive what the promotion looks like will make each promotion work harder, and help you strategically use your promotional dollars.

Type of Product Can Drive Promotional Choices



The type of good or service that you are offering might also drive the choice of promotional tool. It is very difficult to send a sample of ice cream through the mail. While working in the cosmetics field, I found that it is very difficult to advertise lipstick on the radio. Women who purchase lipstick want to see the color, experience the beauty of the look, and that visual image is very difficult to communicate using radio. You need to consider what type of good or service you are selling

and see if there are promotional choices that work with your type of business.

What About the Budget?

So far we have not talked about budget and its influence on promotional choices. From my experience, I have found that there is never enough money for promotion. If you start with the budget, you will design tools to meet the budget, not to meet the business needs. That said, money for promotions is always a concern for a business owner. You may want to consider low cost promotional tools that work with your target market and brand image.

Every entrepreneur I have met has said that word of mouth is the best promotional tool. You can sit back and hope your current customers say great things about your company to their friends OR use low cost ways to help spread the word of mouth. You can reward your current clients for referring your company, capture positive statements from satisfied customers. Social media tools and public relations are additional promotional tools that are low in cost and may help promote your business.

As you can see, there is never one answer to the question of what promotional tool you should use to build your business. The key is to look at the decision strategically through the lens of your target market, considering your brand image, looking at the type of good or service, and understanding your budget. For each brand there may also be other strategic decisions including what you are trying to accomplish; the key is to not jump into the latest promotional trend before you explore what drives the promotional choices for your business.

About the Author:

Beth Ann Parish Ed.D. has a background in consumer packaged goods marketing having worked on the Cover Girl and Max Factor brands of cosmetics. For the last 15 years, Beth has taught Marketing, Advertising, Consumer Behavior, and Social Enterprise at Regis University. Beth speaks about marketing and promotion to entrepreneurs at events like the annual Colorado Rural Economic Development Council Entrepreneurial Marketplace. Beth can be reached at bparish@regis.edu.

For More Information on This Topic:

PewResearch Center, "Social Media and Young Adults." <http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults/Part-3/4-Twitter-among-teens-and-adults.aspx>

PewResearch Center, "The Demographics of Social Media Users — 2012." <http://www.pewinternet.org/Reports/2013/Social-media-users.aspx>



The bustling Steamboat Springs Farmers Market — MainStreet Steamboat Springs Facebook

WHAT MAKES A GREAT FESTIVAL?

HEIDI KERR-SCHLAEFER

I am the founder of HeidiTown.com, a blog about festivals and travel in Colorado. Several years ago, during an interview with a radio DJ, I was asked, "What makes a great festival?" I wasn't prepared for the question, but was quick with an answer, because over the years I had discovered that truly great festivals always have a few things in common – an excellent setting, a thoughtful layout and authenticity.

In my capacity as the "Mayor" of HeidiTown, I've attended unforgettable festivals and mediocre festivals, and I'm going to share with you what I believe are the simple things that turn mediocrity into memorable.

As I outlined above, there are three crucial parts to creating an excellent festival and those are layout, setting and authenticity.

Let's start with **layout**. While basic, layout is often overlooked by festival organizers. For instance, the children's section probably shouldn't share a fence with the beer garden, but it happens. I've also witnessed beer gardens situated in a faraway corner next to the port-a-potties, or vendors' booth scattered helter-skelter.

When mapping out a festival, think about crowd flow. If people need to buy tickets for beer or food, is there room for people to queue up? If there are multiple stages, are they far enough apart so as not to interfere with one another? Think about how the design will affect view. For instance, the beer garden shouldn't be on the opposite side of the park from the main stage.

As an aside, no one likes to be caged up while drinking a beer. If your municipality allows it, make your entire venue a beer garden.



The **setting** of a festival is important too. Steamboat Springs celebrates Winter Carnival on Lincoln Avenue, the main drag through historic downtown. While this may cause some complications, it makes for the perfect backdrop to events like skiing.

Small towns may not always have many options when it comes to a location for their events, but it's smart to keep setting at the top of planning priorities. For instance, it may seem easier to hold an event in the high school parking lot, but wouldn't it be nicer to hold it in the local park? Pulling a few permits will be worth it when your festival attendees are enjoying the shade of park trees.

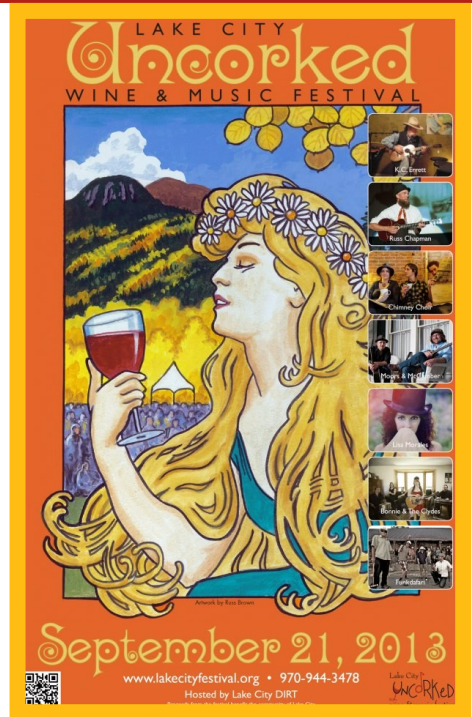
A small festival with an outstanding setting is Biergarten Festival in Morrison, Colorado. Tucked into the rolling foothills west of Denver, this fest also ticks the **authenticity** box. During Biergarten Festival polka music plays throughout the day and German beer flows.

I am a stickler when it comes to authenticity. An eighties cover band has its time and place, but it's not as a headliner for your town's Oktoberfest. If you are throwing an Oktoberfest, find a polka band and make sure to serve up hot Bavarian style pretzels. Authenticity goes a long way in creating the type of event that people will remember and talk about for years to come.

A successful festival will generate conversation long after the last funnel cake has been eaten and the tents have come down. Whether you are planning a big or small town festival, keep these three things in mind and you'll create an event to remember.

About the Author:

Heidi Kerr-Schlaefler is a full-time freelance writer, small business owner and founder of HeidiTown.com, the source for entertaining information on Colorado festivals and travel. You can reach her at TheMayor@HeidiTown.com.



MAKING THE MOST OF SOCIAL MEDIA FOR YOUR SMALL BUSINESS, MAIN STREET, OR LOCAL GOVERNMENT

LISA STEINER

Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, Tumblr, FourSquare, Vine: By now these are all established or emerging household names and most of us have discovered their usefulness for catching up with old friends, obtaining the latest breaking news, or connecting with coworkers. However, there are also hugely significant opportunities to utilize these social media platforms for your small business, Main Street, or local government. The trick is to study your target audience, choose the right program, and make the most of social media by following a few simple techniques.

For businesses, the benefits of social media are substantial. Successfully engaging customers through social media can help pull more people to the business website, help to generate buzz about a product or event, and help reach new customers. Additionally, social media can help craft a personality for your business, an image that is much more relatable than just a brand.

Local governments can use social media to reach out to citizens where they already are: on social media. Social media can help community outreach and government interaction in ways that were impossible only a few years ago. For local governments, it is also a chance to boost transparency and accountability, making it easier to provide better customer service and collaboration.

There is also major marketing and public relations potential for local governments. Social media is an easy way to promote services and activities that your local government provides but citizens may not be aware of. And in addition to these benefits, social media can be a wonderful way to showcase your community. You can post a beautiful photo of your Main Street to your Facebook or Instagram, or show off photos from your latest festival in a matter of seconds.

But with so many social media options, how do you choose whether to post, tweet, blog, tumble, or pin? Think about what your goals are for using social media. Then, outline a strategy, choosing which social media platforms to focus on in order to most effectively reach those goals. This choice is often one of the most difficult for those new to social media.

The first step is to study and understand your target audience. This is vital. How do they use social media? Do



most citizens in your town have a personal Facebook page they actively use? Do people check-in often to your Main Street businesses on FourSquare? Are there countless snap-happy Instagram users already posting photos of your community? Share information where the people already are, rather than trying to make them come to you.

These questions can be answered easily by doing some digging on the sites themselves and by doing some surveys around your town. Find out what programs people use most and focus your efforts there.

Understanding the strengths and weaknesses of the different platforms can also help you decide which programs to use. Facebook, with over 1 billion users worldwide, is likely to be the most commonly used social media platform in your community. It is great for building relationships, having conversations, and developing an image for your business, Main Street, or local government. Twitter, on the other hand, is best for getting fast, simple, and accessible contact to post breaking news or snippets of advertising. On Twitter, there is less of a focus on relationships and conversation compared to Facebook, but different opportunities to connect with organizations and people you may not know personally.

Other applications like Pinterest, Instagram, Vine, and YouTube are wonderful ways to show off and promote images and videos of your town or business with varying levels of creativity. However, these visual platforms may be less successful for conversations, building



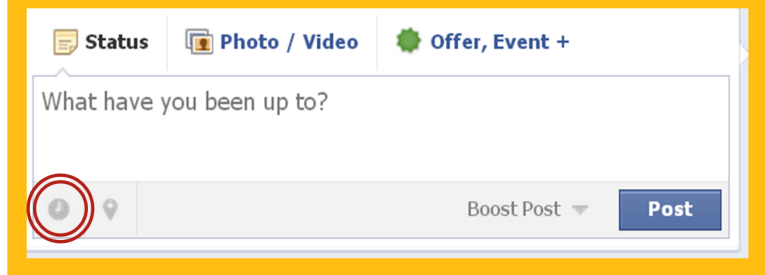
relationships, or displaying breaking news than Facebook or Twitter.

Once you have chosen which programs will meet your needs, the next choice is deciding what you should post on your social media accounts. The *Wall Street Journal* suggests that 70% of the content you post should be something that invites conversation (links to blogs, articles, or graphics). Another 20% of your posts should share other people's social media content, posts, or pictures. Only the remaining 10% of your posts should be purely promotional.

This may be surprising, since using social media for promotion seems an obvious and highly valuable use for a small business, Main Street, or local government. However, it is important not to bombard your followers with only advertisements; otherwise, they may begin to tune out your posts, much like how you tune out television commercials during your favorite show. Your promotional efforts will be more successful if you reward customers and followers with occasional social media specific discounts and promotions, allowing them to feel special and giving them an incentive to stay connected with you on social media.

With all of your posted content on social media, there is a delicate balance between posting too often and posting too rarely. It is most important to post consistently. Your posting frequency should depend on your social media goals, the program you have chosen to use, and your time available to manage the posts. Consistent posts will keep your page active and interesting in order to engage new and returning visitors. It is generally recommended to post at least once a week, but not more than once a day.

There are some other simple tips that can help you make the most of your social media efforts, particularly on Facebook and Twitter. First, make sure you are posting items when people are actually on social media to see them (early morning and evenings for Facebook, but throughout the day for Twitter). There is a great tool on Facebook that allows you to prepare a post then schedule a time for it to be posted on your page and in your followers' news feeds. Use this helpful tool to



Click on the clock in the left corner to schedule posts on Facebook

maximize the reach of your posts by targeting the best times to reach your audience.

If you are using Twitter, keep in mind, a recent study showed that there is higher user engagement with tweets that include links or hashtags. The study also showed that asking for a retweet (when a user re-posts your comment for all of their followers to see) can give up to 23 times as many retweets. This is a valuable and significant way to expand the potential reach of your post.

Your small business, Main Street, or local government can and should be using social media. Use these tips to make the most of the vast opportunities social media provides!

About the Author:

Lisa Steiner is a Master of Urban and Regional Planning student at CU-Denver with specialization in Land Use Planning and Historic Preservation. She is also the Community Development Intern at DOLA. You can reach her at lisa.steiner@state.co.us, or on any of her social media accounts (Facebook, Twitter, Instagram, Pinterest, LinkedIn.... The list goes on and on.)

For More Information About this Topic:

Carter, Timothy. "6 Benefits of Social Media for Small Businesses." *Small Business Trends*, February 26, 2013.

Hindman, Nate. "Facebook Marketing Secrets: Buddy Media Report Shows the Best Times to Post." *The Huffington Post*, September 28, 2012.

Horner, Tara. "How much time should your business invest in Facebook?" *Smart Blog on Social Media*, January 3, 2013.

Maltby, Emily. "Some Social-Media Tips for Business Owners." *The Wall Street Journal*, January 31, 2013.

Wasserman, Todd. "Sorry Marketers, You're Doing Twitter Wrong." *Mashable*, June 26, 2012.

Wolfe, Michael. "5 Reasons to Use Social Media for Local Government." *CivicPlus Blog*, December 4, 2012.



Montrose



Ridgway



Fruita



Lake City

SUMMER EVENTS CALENDAR

ONGOING EVENTS

LYONS: Sandstone Park Concerts (Every other Thurs., Jul 22 - Aug 26)
FRUITA: Thurs. Night Concerts (Jun 6 - Aug 15)
GRANBY: Farmers Market (Jun 29 - Sept 7)
MONTROSE: First Friday Art Walk
RIDGWAY: Farmers Market (Jun 7 - Oct 18)
STEAMBOAT SPRINGS: First Friday Art Walk
FRUITA: Farmers Market (Saturdays, Jun 29 – Sept 22)
MONTROSE: Farmers Market (Saturdays from May 11)
STEAMBOAT SPRINGS: Farmers Market (Saturdays, Jun 9 - Sept 7)

AUGUST

TBD GRANBY Grand Rendez Vous
TBD CLIFFS Silver Cliff Mining Days
3 Lake City Shoot-Out
3 LAMAR Sand and Sage Concert
9-10 LAMAR Sand and Sage Roundup
7-11 STEAMBOAT Wine Festival
17-18 CLIFFS Wet Mountain Western Jubilee
15-18 STEAMBOAT SPRINGS All Arts Festival
16-18 LYONS Rocky Mountain Folks Festival
21-22 STEAMBOAT SPRINGS USA Pro Cycling Challenge
22-13 GRANBY Grand Heritage Bike Tour
23-24 FRUITA Rock Jam
23-25 BRUSH Prairie Biker Rally

SEPTEMBER

1-2 OURAY COUNTY Rodeo
6 MONTROSE Celebration of Art & Culture
6-8 BRUSH Hot Air Balloon Festival
13-14 RIDGWAY Sneffels Fiber Festival
21 LAKE CITY Uncorked Wine & Music Festival
20-22 MONTROSE Indian Nations Pow Wow
26-29 FRUITA Fall Festival
28 BRUSH Oktoberfest/Car Show

TIPS IN THE FOUR POINTS

DESIGN

Preservation Lingo: One common thread within our preservation community is the lingo of words that are used. Many of the definitions are found within the first few pages of *The Secretary of the Interior's Standards for the Treatment of Historic Properties*. These standards are broken into four distinct treatment approaches for maintaining, repairing, and replacing historic materials, as well as designing new additions or making alterations to our historic properties.

Preservation activities focus on the maintenance and repair of existing historic materials and retention of a property's form as it has evolved over time.

Rehabilitation acknowledges the need to alter or add to a historic property to meet continuing or changing uses while retaining the property's historic character.

Restoration depicts a property at a particular period of time in its history, while removing evidence of other periods.

Reconstruction re-creates vanished or non-surviving portions of a property for interpretive purposes.

Each of these meanings is also backed up by a specific standard design guideline which can be found and downloaded from the internet at the National Park Service U.S. Department of the Interior's web site.

ORGANIZATION:

Tailor your social media efforts and event marketing material to potential sponsorships for your organization. First you must understand the mission and goals of your potential sponsor, and make sure you are targeting the same groups to add value to both you and the sponsor.

PROMOTION:

We can't underemphasize the power of a logo in crafting an image for your Main Street. A logo can embody the spirit of your downtown, capture the public's attention, and create a recognizable signature to tie all of your Main Street efforts together. Take time to identify the downtown's assets (unique buildings, shops, public gathering places, special events). Use those identified unique assets to guide your graphic design. Create a few different options and engage your community in choosing the final logo.

ECONOMIC RESTRUCTURING:

Research shows that 91% of searches use Facebook to find local businesses online. Ready or not, people are searching for small businesses, restaurants, and events like yours on Facebook. Make sure your Facebook page is ready by always keeping it complete and up to date. Mobile Facebook users can search by business name, category, or based on their location. Check your category to make sure it's correct. Update your business hours, contact information, and try "Facebook Nearby" on a mobile device to ensure that the map and directions are correct. It is important to establish your presence on the web and Facebook, before somebody else does it for you.

UPCOMING EDUCATION AND PROFESSIONAL DEVELOPMENT

ONGOING TRAININGS:

SMALL BUSINESS DEVELOPMENT CENTER

Various workshops around the state

www.coloradosbdc.org/events.aspx

HISTORY COLORADO

Events around the state

www.historycolorado.org/calendar

CONGRESS FOR NEW URBANISM

Colorado Chapter

Events around the state

www.cnucolorado.org

COMMUNITY MATTERS

Monthly conference calls

www.communitymatters.org

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Trainings around the nation

www.downtowncoloradoinc.org

www.edcconline.org

UPCOMING TRAININGS:

DIDs FORUM

Developers' Bottom Line

Denver or call-in, **Aug 8, 2 – 4pm**

Downtown Colorado, Inc.

www.downtowncoloradoinc.org

YOUTH IN LOCAL GOVERNMENT DAY

Denver, **Aug 9**

Colorado Municipal League

www.cml.org

GRANTS SEEKING CLINIC

Denver, **August 8 & 9**

Community Resource Center

www.crcamerica.org

URA BOARD TRAINING

Denver, **Aug 15**

Downtown Colorado, Inc.

MAIN STREET BOOT CAMP

Denver, **August 19-20**

DOLA offices

Stephanie.troller@state.co.us

CML WORKSHOP

Governance & Intergovernmental Cooperation for Government Officials from Smaller Jurisdictions

Pueblo, **August 21**

<http://www.cml.org/>

SAVE THE DATE:

DOWNTOWN COLORADO, INC. ANNUAL CONFERENCE

Grand Junction, **Sept 10-13**

www.downtowncoloradoinc.org

REAL ESTATE & REUSE COURSE

Economic Development Council of Colorado/IEDC

Denver, **Sept 19-20**

<http://www.edcconline.org>

RURAL PHILANTHROPY DAYS: NORTHWEST

Granby: **Sept. 25-27**

www.crcamerica.org

QUARTERLY MAIN STREET MANAGERS' MEETING

Brighton, **Nov 21**

www.dola.colorado.gov

DOWNTOWN INSTITUTE: ECONOMIC RESTRUCTURING

Brighton, **Nov 22**

Downtown Colorado, Inc.

www.downtowncoloradoinc.org

